

## New Fox Drive Honors Skouras

By JAY L. SMITH



Approximately 50 friends and associates of Mel Jolley, for the past several years manager of the Century Theatre, Hamilton, gathered together at the Sheraton-Connaught Hotel, Hamilton, last Friday evening, to say farewell to the popular manager, who recently resigned his position, and is headed soon for sunny (?) California.

Al Ford, manager of the Palace Theatre, Hamilton, was toastmaster for the evening, as well as chairman of the committee that organized the Stag. Those making the trip from Toronto to wish Mel luck in his big move included Dan Krendel and Harrison Patte, from Famous Players; Barney Fox, Johnny Kurk and Hy Ginsberg from Twinex; Jack Fitzgibbons, Andy Rouse, Harry Sullivan and Ken Wells, from Theatre Confections; Steve McManus, from Odeon, and the writer.

Also in attendance were Lloyd Taylor and Ted Doney, F-P managers at Guelph; Harold Braden of United Amusement Theatres, Hamilton; Kent Craig, Delta, Queen's and Empire, Hamilton, and who recently took over the Capitol, Paris; John Dydzak, veteran exhibitor who now operates a chain of drive-ins; and local Hamilton managers including Don Edwards (Tivoli), Paul Turnbull, who succeeded Mel at the Century, Wannie Tyers (Odeon's Hamilton City Supervisor), and others.

A number of presentations were made to Mel, including a gift of luggage from F-P and Twinex, with whom Mel had been associated for a number of years; one from Radio Station CKOC; from the Hamilton

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## Tribute To President's 15 Years Of Top Leadership At 20th-Fox

**Los Angeles:** Commemorating his 15 years of leadership as president of 20th Century-Fox, the company has designated March 24 to May 4 as the "Spyros P. Skouras 15th Anniversary Celebration." The announcement was made here by Alex Harrison, general sales manager, at the final session of the company's Western regional sales meetings.

### Testimonial Dinner For Pat Hogan

**Saint John:** The Admiral Beatty Hotel here, was the scene Tuesday evening of a Testimonial Dinner in honor of "Mr. Newfoundland" (Patrick J. Hogan), on the occasion of his retirement as Branch Manager of Paramount Film Service Ltd., a position he held for the past 35 years.

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This Celebration, according to Mr. Harrison, was initiated at the request of leading exhibitors and theatre organizations, in both the United States and Canada, as well as by the more than 1,000 employees in the company's 39 exchanges in the two countries.

(See FOX DRIVE Page 4)

## Rank To Start Own Distribution In U.S. By April 1, With 15 Pix

**Toronto:** Kenneth Hargreaves, President of the newly-formed Rank Film Distributors of America, Inc., and Geoffrey Martin, that company's advertising and publicity chief, paid a flying visit to Toronto recently to confer with Odeon and JARFD executives here, in connection with plans for the U.S. distribution company's start of operations, now set for the first week in April.

Martin, in an exclusive interview with The Digest, advised that he and Mr. Hargreaves would cover key points in the U.S. during the next few weeks, and announcement

(See RANK-U.S. Page 5)

### 3 Screen Ad Firms Form New Company

**Toronto:** The formation of a new screen advertising company named Times Theatre Advertising Limited was announced recently by Neil Sneyd, Manager, National Sales, of the company. Times Theatre Advertising is an amalgamation of three of the five screen advertising companies which have hitherto operated in Canada, namely, Audio

(See SCREEN ADVT. Page 4)

### Movie Critic "On Location"

**Toronto:** Movie Critic Clyde Gilmour went "on location" for an interview with the CBC-TV show "Graphic" last Friday even-

(See GILMOUR Page 5)

## "Brotherhood Or Destruction, Today's Choice" — Jack Warner

**New York:** A strong warning to the world to accept brotherhood today or face nuclear destruction because "tomorrow we may have no such choice", was sounded here recently by Jack L. Warner, president, Warner Bros. Pictures, Inc.

Speaking before the National Conference of Christians and Jews' Brotherhood Award Dinner at the Waldorf Astoria Hotel, where he received the 1957 Brotherhood Award, Mr. Warner appealed to the masses for a united effort to

(See BROTHERHOOD Page 6)

**Canadian & U.S. Theatres Report Big Box-Office Upsurge During January. Exhibs Predict 1957 To Be Banner Year!**

### Variety Club Bowling League

**Toronto:** A bowling league for Variety Club Tent 28 members and their families, had its start last Sunday, at the Leaside Bowling Center, Laird Dr. and Eglinton Ave., with an excellent turnout reported by Chairman Joe Bermack. A number of the members showed up with their young sons, and a grand time was had by all. The Club has possession of the lanes from 1.30 to 6.00 p.m. every Sunday, and all Variety Club members are invited to participate.

### UA Producer Visits Toronto & Montreal

**Toronto:** Lewis F. Blumberg, producer of United Artists' "The Big Boodle" paid a flying visit to Toronto and Montreal this week.

(See UA PRODUCER Page 5)

SEVEN REGIONAL CO-ORDINATORS NAMED FOR 1957 ACADEMY AWARD SWEEPSTAKES. OWEN BIRD, B.C.; RALPH MICHELTREE, ALTA.; DUANE MCKENZIE, SASK.; HAROLD BISHOP, MAN.; DICK MAIN, ONT.; TOM CLEARY, QUE.; AND LESLIE SPRAGUE, MARITIMES. FIVE OLDSMOBILES SET FOR TOP SECTIONAL PRIZES.



Share the good news of  
these M-G-M releases  
just previewed and  
headed for top grosses!



HERE'S WHAT THE SHOOTINGS FOR!

## "THE WINGS OF EAGLES"

PERFECT WASHINGTON'S BIRTHDAY SHOW will lift grosses sky-high! The fastest-booking holiday attraction because John Wayne and director John Ford deliver another BIG in-Metrocolor hit (*Best since their "Quiet Man"*). Based on the life of reckless, fun-loving "Spig" Wead, Squadron Commander. Dan Dailey, Maureen O'Hara co-star.

## "10,000 BEDROOMS"

SONG-FILLED JOYOUS ENTERTAINMENT about a young hotel tycoon (*Dean Martin's first solo starring role*) and four lovely sisters A BIG, happy, romantic, song-studded attraction loaded with beauty and talent—in CinemaScope and Metrocolor! Cast includes: Anna Maria Alberghetti, Eva Bartok, Dewey Martin, Walter Slezak, Paul Henreid.

## "LIZZIE"

POWERFUL DRAMA! EXPLOITATION NATURAL! It's a sock drama for sensational showmanship. It's the story of "the Jekyll and Hyde girl who lived three strange lives." Eleanor Parker's performance as three different personalities is absorbing. Something different for the fans! (*A Bryna Production.*)

## "DESIGNING WOMAN"

TIP-OFF! ONE OF 1957's BIGGEST! Previewed last week. Immediately the word flashed from Coast to Coast that M-G-M has another blockbuster in the "High Society" class. Gregory Peck, Lauren Bacall, Dolores Gray in the hilarious, action-packed CinemaScope comedy romance in Metrocolor of a designer and a sportswriter.

## "THE LITTLE HUT"

AUDIENCE REACTION FORECASTS SENSATION! In its Test-Previews it has proved itself in advance a smash box-office hit! Ava Gardner in her scanty wardrobe is gorgeous, shipwrecked on a desert island with Stewart Granger and David Niven. Sure-fire audience entertainment—in BLUSHING COLOR! (*A Herbson, S. A. Production.*)





# Across the Country

## Toronto

In its 40th week at the Tivoli Theatre, Toronto, where it opened April 25, "Oklahoma!" in Todd-AO had played to approximately 225,000 people, according to Manager Fred Trebilcock, who pointed out that two prints of the picture are being used in alternate weeks of the record engagement to permit inspection of the reels.

On the opening day of the third session of the 25th Ontario Legislature at Queen's Park, Toronto, bare mention was made in the Speech from the Throne that the legislation to be considered included amendments to the act with respect to amusements. Earlier a special committee under the chairmanship of Lionel Lester, Toronto, had asked exhibitors of Ontario for information on theatre operations for a submission to Premier L. M. Frost in support of ticket tax relief.

On successive Sundays Famous Players' theatres at Windsor, Ont., had been provided for special stage performances in promotion of the arts. On Jan. 26 the Windsor Symphony Orchestra presented a concert at the Tivoli for which voluntary donations were invited. On Feb. 3, the National Ballet Company of Canada appeared at the Capitol Theatre under the auspices of the Christian Cultural series of Assumption University.

An interesting switch in the Toronto newspaper field affecting well-known amusement columnists has taken place. Alex Barris, breezy writer of "The Barris Beat," has gone from the Globe and Mail to The Telegram, replacing Stan Helleur who resigned to become editor of Mayfair. Steve York replaced Barris at G & M.

Because of poor patronage in recent months, the Regent Theatre at Brockville, Ont., has been placed on a part-time basis by Famous Players Canadian Corp. Manager Charles Perrie said for the time being, the theatre would be operated on Thursday, Friday and Saturday evenings. The Capitol in Brockville, managed by Jack McLennan, will continue to operate full time.

When "The Battle of the River Plate" played the Roxy Theatre, Cornwall, Manager Tom Hubbard provided local exploitation for an interesting tie-in. He dug up copies of the Cornwall Standard-Freeholder in December, 1939 which carried front-page feature stories on the trapping of the German warship Graf Spee. The newspaper pages were used for displays including newspaper advertising.

The third in the series of German pictures under the new policy of the Odeon Christie Theatre, Toronto, was "Kein Alibi." Previously played were "Der Grosse Zatsenstreigh" and "Die Mucke."

## Maritimes

Mr. Morris Stein of Famous Players' Head Office is visiting Saint John conferring with Harrison Howe and Jim Mitchell, local managers. Also meeting Mr. Stein at Saint John is Jim McDonough, Maritimes District Supervisor for Famous Players.

Mr. Joshua Lieberman, former President of Shaarei Zedek Synagogue, was honored at the Negev Dinner in the Admiral Beatty Hotel last Sunday night. Captain Shimon Hacoheh, distinguished Israeli soldier, presented Mr. Lieberman with a Scroll on behalf of the Saint John Jewish community in recognition of his outstanding contribution to the promotion of the welfare of the nine-year-old State of Israel, and in many community projects and local improvement ventures in Saint John and across Canada. Mr. Samuel A. Babb was Chairman of the Dinner which was attended by about 200 members of the local Jewish community.

## Winnipeg

Hugh Vassos of the Paragon Theatre, Melville, Sask., will present "The Royal Winnipeg Ballet" on stage on Wednesday, February 6th, with tickets ranging from \$1.00 to \$1.50 on sale at the Paragon and at Ed's Music Store. The Ballet is being presented in line with Mr. Vassos' policy of bringing only the best in "live" entertainment to Melville, and he is to be congratulated on his fine efforts.

"Written on the Wind" wound up a three-week run at the Odeon Theatre, while "Giant," at the Gaiety, has gone into a sixth downtown week. "Anastasia" went into a second week at the Capitol, while "Mom and Dad" went into a second week at the Rialto Theatre.

Norman Klapman, booker at Warner Bros., takes over the booker's spot at J. Arthur Rank commencing Monday, February 11th.

Mr. R. R. Southam of the Gainsborough Theatre, Gainsborough, Sask., is curling in the big Manitoba Bonspiel. Charlie Krupp, Associated Theatres, also has a rink in the 'Spiel.

The Classic Theatre, St. James, one of Winnipeg's oldest neighborhood theatres, closed on February 4th.

## Vancouver

Snow and freezing temperatures are affecting business this session, but strong product is helping in some situations. "Anastasia" was outstanding at the Capitol.

Maynard Joiner, B.C. Famous Players chief, is recuperating after a hospital spell, in sunny Honolulu. Steve Rolston, Astral Films manager on leave of absence for one month, after feeling below par, and is on a California holiday.

Elliott Brown, former manager of the Odeon, Victoria, is now on the publicity staff of KVOS-TV, Bellingham, Wash. He will headquarter in Vancouver for local advertising.

Lewis Lobb, former assistant manager at the Capitol, Regina, succeeded John Printz as assistant at the Orpheum, here.

Visitors to film row last week included Peter Myers, Canadian district manager for 20th-Fox, and Jack Labow, Canadian head of RKO.

Herb Stevenson and his wife, operators of three theatres in the Prince George district of northern B.C., were in town returning from a holiday trip to Honolulu.

Catherine Fraser, a recent arrival from bonny Scotland, replaced Mary Crampton, who died suddenly last week, as head cashier at F-P Strand Theatre.

Pen-Mar Theatres Ltd., headed by Frederick Steffin, former Alberta exhibitor, have opened the 450-seat Pen-Mar Theatre in Penticton. The house will be opposition to the Capitol (F-P), a 726-seater. Owen Bird of West Coast Booking Service announced that his company will be in charge of booking and buying for the Pen-Mar.

Ivan Ackery was away covering the Fraser Valley and interior F-P spots for "War and Peace" publicity.



## On the Beam

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Spectator; from Theatre Confections; from the Hamilton Theatre Managers' Association, and from the guests at the party. Altogether a pretty fair amount of loot.

Wires of regret and best wishes were read from Nat Taylor, Leon "Pop" Osier, Al Hartshorn, Barney Simmons, Al Troyer, Verne Hudson, Norm Jackson, Joe Paul, Dan McPhee and Bill Payne. Mel Jolley, in thanking his friends who assembled to wish him Godspeed, paid high tribute to the Industry with which he has been associated, and to the fine caliber of the men who were his compatriots over the years.

I was happy to learn from Jack Fitzgibbons, that his father, J. J. Fitzgibbons, Sr., is recovering nicely in St. Michael's Hospital, Toronto, from a re-occurrence of a heart condition which hospitalized the President of Famous Players a few years ago. Jack said his father was coming along very well, and should be home from the hospital shortly, but was under strict doctors' orders to take it a little easier this time.

I was sorry to learn, that Al Troyer, popular F-P department head, and Variety Club Dough Guy, is also back in the hospital for what we all hope will be a very short stay. Al is one fellow who is always willing to lend a helping hand for any worthy cause, and who despite some tough bouts of illness the past couple of years, still cannot say "No", when asked to work on some project at which his particular skill and enthusiasm are needed.

I finally got to see "Giant" last week, and I am happy to report that I found it as fascinating a motion picture as everyone else has already stated. Only possible criticism of the picture is its length, and apparently that isn't hurting its box-office any. I thought the late James Dean was terrific, and realized again what a tragic loss the Motion Picture Industry suffered, when Dean died so needlessly.

Dominant Pictures, the Chesler-owned company that is handling the theatrical distribution in the U.S. of the Warner re-issues which Lou Chesler's PRM acquired for TV and theatrical purposes, have broken out with trade ads in the U.S., announcing the release of the first group of re-issue twin bills.

An announcement is expected in Canada this week, naming the local film executive who will handle the re-issue sales here. In the mean-

## Five From UA For February Release

New York: Security Pictures' "Men In War," starring Robert Ryan and Aldo Ray, heads the roster of five United Artists releases going into national distribution in February, it was announced last week by William J. Heineman, Vice President in charge of distribution. The other features are "Crime of Passion," "Pharaoh's Curse," "Voodoo Island" and "Tomahawk Trail."

A tensely realistic drama about an American infantry platoon that is trapped behind enemy lines in Korea, "Men In War" was directed by Anthony Mann and produced by Sidney Harmon. Philip Yordan's screenplay is based on the best selling novel "Combat," by Van Van Praag. Robert Keith co-stars with Ryan and Ray.

"Crime of Passion" is a suspense thriller starring Barbara Stanwyck and Sterling Hayden. The Bob Goldstein Productions presentation was produced by Herman Cohen and directed by Gerd Oswald from an original screenplay by Joe Eisinger. Raymond Burr co-stars with Virginia Grey, Fay Wray and Royal Dano.

A Bel-Air Production, "Pharaoh's Curse" stars Mark Dana and Ziva Rodann. The adventure drama was produced by Howard W. Koch and directed by Lee Sholem. Diane Brewster co-stars with George Neise, Alvaro Guillot and Ben Wright. Aubrey Schenck served as executive producer and Richard Landau wrote the original story and screenplay.

"Voodoo Island" stars Boris Karloff, Beverly Tyler and Murvyn Vye. The Bel-Air Production was directed by Reginald Le Borg and produced by Howard W. Koch from a screenplay by Richard Landau. Aubrey Schenck served as executive producer of the horror thriller.

Produced by Howard W. Koch and directed by Lesley Selander, "Tomahawk Trail" stars Chuck Connors, John Smith, Susan Cummings and Lisa Montell. David Chandler wrote the screenplay for the action drama and Aubrey Schenck was executive producer. Music for the Bel-Air Production is by Les Baxter.

time, official announcement was made in the financial pages of the Toronto papers, that Donald & Mudge, a corporate shell acquired by Chesler some time ago, will be the company through which the PRM (W-B) product will be released in Canada, and not Associated Artists as previously expected.

## PAT HOGAN

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Co-sponsors of the dinner were the Maritime Allied Exhibitors Association, the Maritimes Branch of the Motion Picture Pioneers, and the Film Board of Trade. Chairman for the dinner was F. Gordon Spencer.

Attending were a large group of exhibitors and distributors, friends of the retiring Paramount manager. Hogan was appointed Saint John Branch Manager of the Famous Players Lasky Corp., later Paramount Film Service Ltd., in 1922, and continued in that position until his recent retirement.

A partner in the Capitol, Cornwall, Paramount and Star Theatres, in St. John's, Nfld., with Famous Players, Pat Hogan has announced that he will now devote his time and energies to the supervision of the Newfoundland theatres.

## Theatre Break-In

Pembroke: The O'Brien Theatre, Pembroke, a unit of Ottawa Valley Company, had a Sunday-night break-in by burglars who caused considerable property damage but secured only \$4 in cash. The handle of the theatre safe was broken off in an attempt to open it. The culprits gained entry through a coal chute but it was not known how they escaped.

## Mature-Dors Teamed

London: Victor Mature and Diana Dors will co-star in Maxwell Setton's production for Columbia, "The Long Haul," suspense action drama of an ex-G.I. long distance truck driver and his English wife. Mature, who recently starred in Warwick's Columbia productions, "Zarak" and "The Most Wanted Woman," will be seen as the driver, and Miss Dors, who recently returned to England from Hollywood, will enact the villain's girl friend, threatening the marriage.

Camera work will start in February, with English and Scottish locations.

## New Presley Starrer

Hollywood: "Loving You" has been definitely set by Paramount as the title for the new Hal Wallis VistaVision and Technicolor production co-starring singing sensation Elvis Presley, Lizbeth Scott and Wendell Cory.

Additionally, Wallis has signed beautiful Dolores Hart, an 18-year-old freshman at Los Angeles' Marymount College, to be Presley's girl friend in "Loving You".

## SCREEN ADVT.

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Pictures, Alexander Film Company (Canada) Limited, and G. S. A. Films Limited.

The purpose of the amalgamation had been to bring under one roof the personnel (including 30 salesmen) the services, the theatres, the film libraries and the facilities for production, scheduling and distribution of all three companies. There had been two further reasons for the amalgamation:

1. To offer local advertisers a greater choice of films and services than had hitherto been available to them from one company.

2. To offer a complete medium to national advertisers.

Today, through Times Theatre Advertising, national advertisers might have their film shown in any or all of more than 1,100 theatres across Canada.

Mr. Sneyd emphasized in his announcement that although this now provided national advertisers with a new and very powerful medium, screen advertising itself was not new; it had been a tried and proven medium even in Canada, for over 30 years, especially in small towns. Users of this medium had been mainly local advertisers, although there have been some notable exceptions here. Federal and provincial governments, Gas and Highway authorities had used screen advertising extensively to carry their messages to the public. So had such well known companies as the Bell Telephone Company, Canada Packers, Chrysler, General Motors, Kraft, Lennox, Molsons, United Fruit, J. B. Williams.

Home office for the newly-formed company will be at 310 Lakeshore Road, home of the former Audio Pictures. Managing director of the new company is David Coplan, who headed Audio. Neil H. Sneyd, National Sales Manager was formerly associated with G.S.A. Films. Assistant sales manager is Bruce Spero, latterly with Audio. Eastern Sales Manager is Ben Ellis, former General Manager of G.S.A., while Frank A. Markey, named Western sales manager, was connected with Audio previously.

## UA Title Change

Hollywood: "The Iron Sheriff" has been set as the new title for "The Trial of Benjie Galt" starring Sterling Hayden, John Dehner and Constance Ford. The United Artists release was filmed by Grand Productions with Jerome C. Robinson as producer and Sidney Salkow as director.



## RANK-U.S.

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would then be forthcoming as to the number of exchanges to be opened by the Rank office as a starter. Martin stated that in all probability the first stage would call for 6 to 8 branch offices in key centers of the U.S. Head offices have been set up at 729 Seventh Ave., in New York City.

Martin also advised The Digest that Irving Sochin, who previously had been reported hired as assistant to Kenneth Hargreaves, has definitely been appointed General Sales Manager for the new company. Martin also announced the appointment of Steve Edwards, for many years the popular publicity chief for Republic Pictures, to be his (Martin's) chief assistant, in the advertising and publicity field.

Martin reported that the Rank company would have an initial group of some 15 completed pictures ready to put into immediate release in the U.S. Included in the list are such hits as "Reach For The Sky", and "The Battle of the River Plate", which have already established themselves as box-office champions in Canada, as well as in other parts of the world.

Questioned regarding a scathing attack on John Davis and the objectives involved in setting up the U.S. distribution company, which appeared in a recent issue of the Hollywood Reporter, Geoffrey Martin advised The Digest that the Rank Organization's productions have enjoyed exceptional success in every market outside of the Iron Curtain, with the exception of the United States, and that the only object the Rank Organization had in setting up their own U.S. distribution company, was to ensure the proper distribution and exploitation of these pictures in the U.S.

As to the suggestion made in the Hollywood Reporter article, that John Davis knew that the U.S. company would be a failure at the outset, Martin's reply to that was to point out that the Bank of England, which supplied the necessary U.S. dollars to enable the Rank Organization to establish the American distribution company, would never have been willing to advance so many much-needed dollars, unless they were fairly certain that the pictures to be put into distribution in the U.S. would earn those dollars back plus a substantial bonus.

While in Toronto, Messrs. Hargreaves and Martin spent considerable time in conferences with Frank Vaughan and Charles Mason of JARFD, and with Odeon executives

## GILMOUR

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ing (February 1st), with the screening room in the Odeon Building on Carlton Street, Toronto, as his "locale".

Gilmour's appearance on the half-hour magazine type show, which goes on the air at 9.00 p.m. from Toronto, lasted about 10 minutes. He was questioned by interviewer Joe McCulley on his activities as a movie critic and Clyde's genuine enthusiasm for his work was very apparent.

Television viewers could not have failed to be impressed by Clyde Gilmour's obvious confidence in the continuing bright future of the motion picture industry.

The choice of the Odeon screening room as the background for Clyde Gilmour's interview was made by CBC producer, Claude Baikie, because of its spaciousness, and proximity to the TV tower which allowed a direct beam hook-up. Clyde was questioned by Joe McCulley through remote control, as the interviewer was in the CBC's Jarvis Street studios. Considering the great number of things possible to go wrong with such an arrangement, the whole show functioned perfectly.

Clyde Gilmour writes movie and record columns for the Toronto Telegram, and McLean's Magazine, as well as for a number of western newspapers. He is well-known for his numerous radio and television appearances in which he reviews current motion pictures and a wide range of recorded music.

## M-G-M Western

**Hollywood:** William Hawks has been signed by Metro-Goldwyn-Mayer to produce "The Law and Jack Wade" as a starring vehicle for Robert Taylor. The picture will be based on the novel of the same title by Marvin H. Albert, an adventure story of the West.

including Leonard Brockington, C. R. B. Salmon, Frank Fisher, and Ron Leonard. From Toronto, the two U.S. executives flew to Chicago, and were scheduled to proceed to the Southwest from Chicago.

Geoffrey Martin emphasized in his interview with The Digest, that the Rank Organization has no intention of forming an Odeon Circuit in the U.S., although the company may acquire one or two theatres where it seems desirable to have a showcase, as in the case of the Sutton Theatre in New York.



Clyde Gilmour, well-known movie critic, is interviewed over CBC-TV's "Graphic" from the Odeon screening room.

## SMPTE Canadian Section Formed

**New York:** A Canadian Section of the Society of Motion Picture and Television Engineers, with headquarters in Toronto, was authorized by the Board of Governors at their meeting in New York City on Friday, January 25, it was announced last week by Ethan M. Stifle, SMPTE Sections Vice-President. The authorization was instigated by a petition received by the Board from a sizeable group of Canadian SMPTE members.

The new Section will include all 180 SMPTE members in Canada, Mr. Stifle noted. Just as soon as the organizational arrangements are made, the Section will hold its first technical meeting, he added.

Mr. Stifle stated that in October the Rochester Section of the Society held a regional meeting in Toronto which attracted about 100 SMPTE members, many of them Canadians. Interest was generated at that time in forming a permanent Section in Toronto, he said; and a preliminary meeting was held recently by local members in Toronto, at which time the petition was drawn up.

## "Until They Sail"

**Hollywood:** Paul Newman will co-star with Jean Simmons in Metro-Goldwyn-Mayer's filmization of James A. Michener's "Until They Sail," one of the stories in Michener's book, "Return to Paradise."

## Belgian Grand Prix Awarded To "Picnic"

**Brussels:** Columbia Pictures' "Picnic" has been voted the Grand Prix as the best film of 1956 by the Film Critics Association of Belgium. The prize, the gavel that was used during the vote of the critics, was presented by association president Olivier Deville to Emile Flamme, Columbia manager here, for forwarding to director Joshua Logan.

## Hamilton Foto-Nite Award Of \$3,350

**Hamilton:** After 25 weeks of the Foto-Nite Offer at six theatres in Hamilton, a lady patron, Mrs. Valerie Haradyn, qualified for the award of \$3,350 at the Delta Theatre where Kent Craig officiated in the stage presentation. The theatres started out again with an offer of \$1,850.

## UA PRODUCER

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In Toronto he was guest at a luncheon given by United Artists, at which were present leading exhibitors, and the press.

The Canadian visits were part of an extensive tour of key cities on this continent in connection with regional openings of the adventure thriller starring Errol Flynn. Also featured in the picture are Pedro Armendariz, Rossana Rory and Gia Scala.





At the Variety Club Tent 28 Luncheon Meeting, held last week, in Toronto, Chief Barker Nat Taylor (left) presents cuff links to past Chief Barkers: l. to r. Wm. Summerville, Jr.; Dave Griesdorf; Harry Mandell; Jack Chisholm; Rube Bolstad; Morris Stein, and J. J. Fitzgibbons, Jr., who accepted for his father, John J. Fitzgibbons, first Chief Barker of the Canadian Tent.



At the recent annual meeting of the Canadian Picture Pioneers, 10 new members were initiated into the organization. Seen (l. to r. standing) Sec'y.-Treasurer Tom Daley; Joe Bermack, Chris Holmes, Herb Mathers, Vice-President Rube Bolstad; Mark Plottel, Cecil Smith, Dave Snider, Charlie Dentlebeck. Seated (l. to r.) Vic Baldassari, Irving Stern, President Morris Stein, Ted Wilson and Norm Solomon.

## BROTHERHOOD

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further the causes of brotherhood.

"It takes only the most ordinary common sense to realize", Mr. Warner declared, "that if the people of the world can't get along decently together—they face the danger of being indecently exterminated together".

Lauding the work of the Conference, Mr. Warner urged that the resources and activities of the Conference be increased "for its work as the interpreter of our freedom grows more important each day.

"... There are hopeful signs that we might be standing on the threshold of a new era of understanding and brotherhood", the Warner Bros. president said. "For example", he noted, "the difficult and delicate task of desegregation was accomplished in the Southern city of Louisville without incident or fanfare".

Citing the efforts of the motion picture industry towards the promotion of tolerance and furtherance of brotherhood, Mr. Warner asserted:

"... Many of the industry's films, features and short subjects—have dramatized the power of brotherhood in the historic highlights that have made the United States a great united nation. At our own studios we have tried to present on film this record of accomplishment, the story of brotherhood behind the greatness of America".

On hand to pay tribute to Mr. Warner for his contributions to better understanding among Americans of all faiths were more than 1,200 leaders of the entertainment world who pledged their support of the 1957 Brotherhood Drive.

Sponsored by the National Con-

## Schlaifer Rejoins UA

**New York:** L. J. (Jack) Schlaifer, veteran industry sales executive, has been appointed assistant to James R. Velde, United Artists general sales manager, Mr. Velde announced last week.

Schlaifer takes over the newly-created post immediately.

The assignment marks his return to United Artists, where he has held a number of key positions since 1928, most recently serving in 1954 and 1955 as special sales representative.

## M-G-M Sign Gia Scala

**Hollywood:** MGM has signed the glamorous Italian actress, Gia Scala, to star with Robert Taylor and Leslie Nielsen in "Tip On a Dead Jockey." Miss Scala most recently starred in "Garment Jungle."

ference of Christians and Jews, the dinner marked the formal launching of the entertainment world's national campaign for Brotherhood Week, February 17-24. The event will receive the support of approximately 15,000 motion picture theatres across the country, as well as newspapers, television and radio.

Participating in the Award Dinner were such brotherhood leaders as Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews; William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the amusement industry's Brotherhood Drive for 1957; Dr. Sterling W. Brown, executive vice-president of the NCCJ; J. Robert Rubin, permanent national chairman of the Amusements Division of the NCCJ, and the Honorable Paul G. Hoffman, U.S. delegate to the United Nations, who also was a speaker.

## FOX DRIVE

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The designation of the Anniversary Celebration, Harrison stated, is an expression of the esteem held for Mr. Skouras for his outstanding record of service in furthering the best interests of the motion picture industry.

Among Mr. Skouras' many contributions to the motion picture industry during this 15-year period has been the production of an outstanding array of quality motion pictures, the development of new film personalities, and the introduction of new film techniques such as CinemaScope to meet the challenge of changing times. He is also being honored for untiring efforts on behalf of countless philanthropic activities.

Peter S. Myers, Canadian district manager, was named Drive Chairman for the Canadian area.

## Odeon Playwright

**Toronto:** Pat Malone of the Toronto headoffice of Odeon Theatres (Canada) Limited is a successful playwright. He is author of "Star-Crossed", a play which has a show-business theme. It will be produced by the London Little Theatre Studio Club at London, Ont., in March.

## "Hot Spell"

**Hollywood:** Pert young actress Jody Lawrence has been signed by Hal Wallis for an important role in his latest production, "Hot Spell," the Shirley Booth-Anthony Quinn starring picture which is now shooting before Paramount's Vista-Vision cameras.

## UA Title Change

**Hollywood:** "Outlaw's Son" is the new title for "His Father's Gun," a Bel-Air Production to be released by United Artists. Dane Clark, Ben Cooper, Lori Nelson and Ellen Drew are starred. A Western-action-drama about an outlaw father who attempts to prevent his son from following in his footsteps, the picture was based on Clifton Adams' novel titled "Gambling Men".

Aubrey Schenck is the executive producer of "Outlaw's Son" which was produced by Howard W. Koch.

## Ava Gardner Signed

**Hollywood:** Ava Gardner has signed to star in Darryl F. Zanuck's production of Ernest Hemingway's "The Sun Also Rises". Henry King will direct the 20th Century-Fox CinemaScope film.

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